

Bryan School Professional Development Conference 2023

Session Details & Speakers

9 a.m.

Crushing the Side Hustle with Cassidy Burel '20

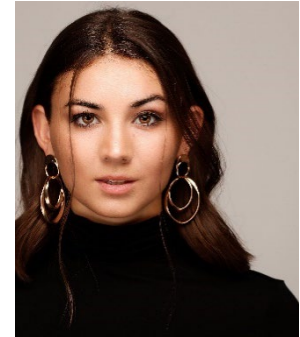
Kirkland Room

Session Takeaways:

- You can achieve your goals without being given a head start
- The harder you work, the "luckier" you seem to be
- Making intentional connections will fast track you on the road to success

BIO:

My name is Cassidy Burel, and I am a Custom Bridal and Apparel Designer working under my own label CassB based here in Greensboro, North Carolina. I've always had a passion for design but growing up in the small town of Hickory North Carolina I needed to move to a slightly larger city to pursue my dream of apparel design. It's my goal to bring high fashion to the Triad. Fun fact about me, I'm big into hobbies you wouldn't expect including but not limited to frog-giggin and fishing.



Building a Bold Personal Brand with Phillip Oakley

EUC Auditorium

Session Takeaways:

- The importance of relationships
- Attention to detail is key
- The time to start building your brand is now

BIO:

Phillip Oakley is a Fractional CMO and brand consultant based in Winston-Salem, NC. Phillip's ability to push through business challenges with strategic planning and creative thinking has helped launch and grow brands for a variety of companies all over the world to rescue their messaging, sales, and campaigns from the sea of sameness.



After founding and operating Common Giant, a branding and growth agency, in 2012, he named a CEO and stepped away to focus on helping small-to-medium sizes enterprises (SME) grow through proper branding and marketing

10 a.m.

Decoding the Job Description with Luke McGalliard '03

Kirkland Room

Session Takeaways:

- What the job description is actually saying
- How to use the description keywords to tailor resume, cover letter, and interview
- How to read between the lines to figure out if it's the right fit
- What are ATS and how to write ATS-friendly materials



BIO:

Luke McGalliard works within the Talent Acquisition team for Volvo Group's Truck division, where he partners with leaders to attract and hire quality talent to the organization. He graduated from UNCG in 2003 with a Bachelor's degree in Business Administration from the Bryan School and has since enjoyed various positions both as a people leader and individual contributor within the financial services, recruitment, and manufacturing industries. Two fun facts about Luke are that he and his family had the opportunity to experience living in Sweden from 2012 – 2016, and these days he finds a lot of joy swimming, biking, and running through the exciting sport of triathlon.

Networking: The Art of Conversation with Mary Lesa Pegg '15, '21

EUC Auditorium

Session Takeaways:

- Why network?
- Building your network
- Leveraging your network.



BIO:

Mary Lesa Pegg joined the Economic Development Partnership of North Carolina in October 2020. Part of the EDPNC's mission is to recruit new businesses, supporting existing businesses and helping small businesses get their start in the state. Her main role is to attract new companies to North Carolina through assistance with site selection searches. Mary Lesa has also served on numerous non-profit boards including the Greensboro Chamber of Commerce Executive Committee, the 2nd Harvest Food Bank Campaign Committee, and the March of Dimes Leadership Committee. She is a proud graduate of East Carolina University (undergrad) and the University of North Carolina at Greensboro where she holds an MBA and a Master of Education in Higher Education. Henry, Mary Lesa's very cute Cavalier King Charles keeps her busy. When she's not hanging out with Henry, she's probably doing something adventurous, like skydiving in Portugal.

11 a.m.

Effective Leadership Tactics: How to Get People to Do What You Want with Steve Scott

Kirkland Room

Session Takeaways:

- How to get others to buy-in to your vision
- How to cultivate a positive team-based environment/culture
- How to challenge and support others
- How to elevate your team's performance



BIO:

Steve Scott is an executive, entrepreneur, and educator. He owns four companies, is the CEO of the Triad based metal distribution company Tri-State Steel Products. Mr. Scott is a frequent visitor to the Bryan School of business and former instructor in the Blueprint Series for Personal Development.

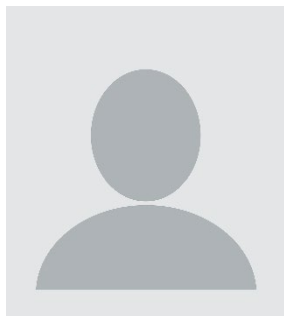
Locate and Land the Internship

EUC Auditorium

Session Takeaways:

- What to look for in an internship and what types there are
- How to go about finding an internship
- What are supervisors looking for in interns
- How to maximize the internship experience

Student Panel:



**Casi McDaniel '20
(Moderator)**



Noah Brabble



Jadya Koranteng



**Yan Patrick
Siqueira da
Cunha**

12 p.m.

Career Quest: Mapping Your Journey to Success with Jaleesa Whitley '10

Kirkland Room

Session Takeaways:

- The importance of authenticity
- Best practices for networking
- The value of DEI in the workplace

BIO:

Jaleesa Whitley is a proud UNCG alumna, graduating from the Bryan School of Business & Economics with a Bachelor of Science in Business Administration. She went on to acquire her MBA from Grand Canyon University in Phoenix, Arizona, and immediately began working in HR. Jaleesa's career journey has afforded her amazing opportunities to work across the IT, banking, and pharmaceutical industries. Along with her career, Jaleesa is incredibly passionate about traveling, binge-watching Golden Girls, and anything to do with Beyoncé!



Meet the Presidents: Bryan School Student Orgs

EUC Auditorium

Session Takeaways:

- Why students should join a student organization
- How to find the right student organization
- What doors a student organization can open

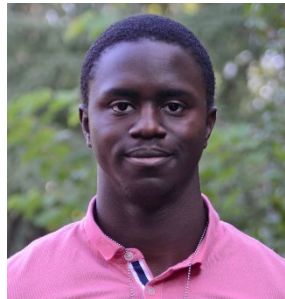
Student Presidents Panel:



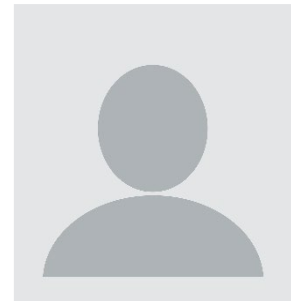
Beni Cheruga



Lynette Jimenez



Foday Mami



Jose Micheo

1 p.m.

Now What? Strategies to Pivot in your Professional Journey with Erica Lawrence '13

Kirkland Room

Session Takeaways:

- How do you know it's time to leave and how do you do it?
- How do you know the culture is right for you?
- Freelancing, consulting, entrepreneurship as a way to learn skills



BIO:

Erica Lawrence, MBA, leads Client Operations and Partnerships at StellarEmploy, a social science impact initiative. Her role encompasses client success, project management, process improvement, and data-driven solutions for recruiting and retention challenges. Outside of StellarEmploy, Erica is dedicated to improving the lives of cancer patients and survivors through her role at LME Cancer Foundation. She's also the Founder of 3E Project Solutions and Bodies in Motion Wellness. Within the Bryan School, Erica mentors MBA students and chairs the Finance Committee for the Alumni Association Board of Directors. In her free time, she enjoys travel, dance, and quality time with her 10-year-old daughter.

Making an Impact Early On

EUC Auditorium

Session Takeaways:

- How to maximize your current role (student/early career) to set yourself up for the next step
- What's the quickest way to get on everyone's good side, and be known as a good student/employee
- How to establish yourself as a leader even if you're entry level or student

Alumni Panel:



Jose Bazurto '23



Ty Carrier '22



**Giavanna Proctor
'21**



Holly Shields '20



Carol Ann Tucciarone '18 (Moderator)

2 p.m.

Burn Bright without Burning Out with Neil Shoffner

Kirkland Room

Session Takeaways:

- How to identify/define your personal priorities and determine whether or not they are being compromised in your current role
- How to maintain your priorities while still achieving
- Identify the symptoms of burnout and strategies to mitigate
- How to navigate work/life flow (hybrid, remote, in-person) work schedules



BIO:

Originally from Greensboro, I graduated from UNC-Chapel Hill with a BA in English and later completed my MBA from UNC-Greensboro in 2000. Since then, I have worked in marketing for multiple advertising/branding agencies, as a brand/product manager for HanesBrands, and most recently as Director of Marketing for Cone Health. With over 25 years in the field, I love sharing my experiences with students and colleagues alike. Interestingly enough, I had no idea what I wanted to do when I graduated undergrad, but quickly developed a love for marketing after I got my first post-graduate job with Burlington Industries. I have a great appreciation for the Bryan School, not just because of how well it prepared me for my career, but also because I met my wife during one of my MBA classes. We have three kids, Ethan, Zach, and Ava and live in Summerfield, NC.

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What They Don't Tell You About Your First Job

EUC Auditorium

Session Takeaways:

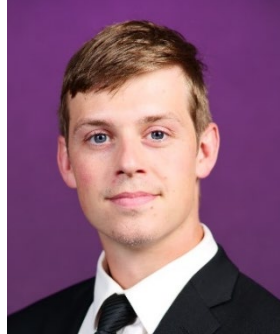
- Do's and Don'ts within your first year
- Lessons learned the hard way
- What to look out for and how to navigate it (office politics, team culture, etc.)



**Kinsley Fraser '16,
'19 (Moderator)**



**Reese McCormick
'23**



**Daniel Rust '20,
'22**



Damari Wynn '21